



WDIV

## ORDER

Print Date 10/26/12 Page 1 of 3

Flight Dates 10/30/12-11/06/12

Contract / Revision 262843 / **RESTORE OUR FUTURE**

Original Date / Revision 10/26/12 10/26/12

Advertiser **ISS/Restore Our Future**

Agency **Mentzer Media Services**

Buying Contact

Sales Office PHI

Sales Region NAT

**600 Fairmount Ave., Ste 306**  
**Towson, MD 21286-1002**

Product

Agency Com 15%

Billing Contact

**600 Fairmount Ave., Ste 306**  
**Towson, MD 21286-1002**

Order Sep 00:15:00

Estimate # 2152

Alt Order # 06390948

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-2

Advertiser Ref

Primary Account Executive  
Nick Welte

Account Executive	Order%	Start Date	End Date
Nick Welte	100%		

Order Share 100% Market Value 212500

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

**Order Totals**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	44	\$180,625.00	\$212,500.00	0.00	10/29/12	11/06/12	44	\$180,625.00	\$212,500.00
<b>Totals</b>	<b>44</b>	<b>\$180,625.00</b>	<b>\$212,500.00</b>	<b>0.00</b>					

**Billing Plan**

Ln	Ch	Start Date	End Date	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDIV	10/30/12	11/02/12	7-9am Today Show	M-FCM	7-8a	- 1111--	:30	4	\$2,500.00	P-2	0.00	NM	4	\$10,000.00
				Today Show		(7:00 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/29/12	11/04/12	- TWTF--		4	\$2,500.00								
2	WDIV	10/30/12	11/02/12	M-F Local News @ 4pm	CM	4p-430pm	- 1111--	:30	4	\$2,300.00	P-2	0.00	NM	4	\$9,200.00
				M-F Local News @ 4pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/29/12	11/04/12	- 1111--		4	\$2,300.00								
3	WDIV	10/30/12	11/02/12	6-630pm Local 4 News	MM	6P-630P	- 1111--	:30	4	\$5,500.00	P-2	0.00	NM	4	\$22,000.00
				M-F Local 4 News 6-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/29/12	11/04/12	- 1111--		4	\$5,500.00								
4	WDIV	10/30/12	11/02/12	630-7p NBC Nightly News	MM	630-7p	- 1111--	:30	4	\$5,000.00	P-2	0.00	NM	4	\$20,000.00
				NBC Nightly News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/29/12	11/04/12	- 1111--		4	\$5,000.00								
5	WDIV	10/30/12	11/02/12	CM	7P-730P	- 1111--	:30	4	\$7,000.00	P-2	0.00	NM	4	\$28,000.00	



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## Contract / Revision

262843

Flight Dates 10/30/12-11/06/12

## Hiatus Dates

Original Date / Revision 10/26/12 / 10/26/12

Order Sep 00:15:00

Advertiser **ISS/Restore Our Future**

## Product RESTORE OUR FUTURE

Estimate # **2152**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
M-F Access 7-730P Whee																
M-F Wheel of Fortune																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- 1111--		4	\$7,000.00			0.00						
6	WDIV	10/30/12	11/02/12	Jeopardy 730-8p	M-F CM	730P-8P			- 1111--	:30	4	\$7,000.00	P-2	0.00	NM	4 \$28,000.00
M-F Jeopardy																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- 1111--		4	\$7,000.00			0.00						
7	WDIV	10/31/12	10/31/12	Wednesday 10-11p	CM	10-11PM			-- 1----	:30	1	\$10,000.00	P-2	0.00	NM	1 \$10,000.00
Chicago Fire																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-- 1----		1	\$10,000.00			0.00						
8	WDIV	11/02/12	11/02/12	Friday 9-10p	CM	9-10PM			---- 1--	:30	1	\$5,000.00	P-2	0.00	NM	1 \$5,000.00
Grimm																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---- 1--		1	\$5,000.00			0.00						
9	WDIV	11/02/12	11/02/12	Friday 10-11p	CM	10-11PM			---- 1--	:30	1	\$7,500.00	P-2	0.00	NM	1 \$7,500.00
Dateline NBC																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---- 1--		1	\$7,500.00			0.00						
10	WDIV	11/03/12	11/03/12	Sat 6-8am Loc News	CM	7-8am			---- 2-	:30	2	\$2,000.00	P-2	0.00	NM	2 \$4,000.00
Sat 6-8am/Local 4 News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---- 2-		2	\$2,000.00			0.00						
11	WDIV	11/03/12	11/03/12	Sat 7-8p Local News	11/CM	7-8p			---- 1-	:30	1	\$1,800.00	P-2	0.00	NM	1 \$1,800.00
11/3																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---- 1-		1	\$1,800.00			0.00						
12	WDIV	11/03/12	11/03/12	Saturday 9-10p	CM	9-10PM			---- 1-	:30	1	\$1,800.00	P-2	0.00	NM	1 \$1,800.00
Wheel Of Fortune / Jeopa																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---- 1-		1	\$1,800.00			0.00						
13	WDIV	11/03/12	11/03/12	Saturday 10-11p	CM	10-11PM			---- 1-	:30	1	\$2,000.00	P-2	0.00	NM	1 \$2,000.00
Law & Order: Special Vict																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---- 1-		1	\$2,000.00			0.00						
14	WDIV	11/04/12	11/04/12	Sun 8-9am Loc News	CM	Sun 8-9am			---- 2	:30	2	\$1,300.00	P-2	0.00	NM	2 \$2,600.00
Sun Local News 8-9am																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---- 2		2	\$1,300.00			0.00						
15	WDIV	11/04/12	11/04/12	Sun 6-630pm Local News	SM	Sun 6pm			---- 1	:30	1	\$2,800.00	P-2	0.00	NM	1 \$2,800.00
Sun 6pm																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---- 1		1	\$2,800.00			0.00						
16	WDIV	11/04/12	11/04/12	Football Night Ame	7-816M	7-815p			---- 1	:30	1	\$6,000.00	P-2	0.00	NM	1 \$6,000.00
Football Night Amer																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---- 1		1	\$6,000.00			0.00						
17	WDIV	11/04/12	11/04/12	NBC Sun Night Football	CM	815-1130p			---- 1	:30	1	\$20,000.00	P-2	0.00	NM	1 \$20,000.00
NBC Sunday Night Footb																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---- 1		1	\$20,000.00			0.00						



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Contract / Revision

262843

Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/26/12 / 10/26/12

Order Sep 00:15:00

Advertiser ISS/Restore Our Future

Product RESTORE OUR FUTURE

Estimate # 2152

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Type	Spots	Amount
17	WDIV	11/04/12	11/04/12	NBC Sun Night Football CM		815-1130p	-----1	:30	1	\$20,000.00	P-2	0.00	NM	1	\$20,000.00
NBC Sunday Night Foot: Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 -----1 1 \$20,000.00 0.00															
18	WDIV	11/05/12	11/06/12	7-9am Today Show M-F CM		7-8a	11-----	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
Today Show (7:00 AM-8:00 AM) Start Date End Date Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 11-----2 \$2,500.00 0.00															
19	WDIV	11/05/12	11/06/12	M-F Local News @ 4pm CM		4p-430pm	MT-----	:30	1	\$2,300.00	P-2	0.00	NM	1	\$2,300.00
M-F Local News @ 4pm Start Date End Date Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 MT-----1 \$2,300.00 0.00															
20	WDIV	11/05/12	11/06/12	6-630pm Local 4 News M-F CM		6P-630P	MT-----	:30	1	\$5,500.00	P-2	0.00	NM	1	\$5,500.00
M-F Local 4 News 6-630p Start Date End Date Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 MT-----1 \$5,500.00 0.00															
21	WDIV	11/05/12	11/06/12	630-7p NBC Nightly News CM		630-7p	MT-----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
NBC Nightly News Start Date End Date Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 MT-----1 \$5,000.00 0.00															
22	WDIV	11/05/12	11/06/12	M-F Access 7-730P Who M-F CM		7P-730P	MT-----	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
M-F Wheel of Fortune Start Date End Date Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 MT-----1 \$7,000.00 0.00															
23	WDIV	11/05/12	11/06/12	Jeopardy 730-8p M-F CM		730P-8P	MT-----	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
M-F Jeopardy Start Date End Date Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 MT-----1 \$7,000.00 0.00															
													Totals	44 \$212,500.00	